

CANVAS PHOTOS **TITLE** EMBELLISHMENTS JOURNALING

The Challenge (#9): The characters in the words

The way in which the individual letters in your title are rendered, placed, embellished (or not), and attached to the page can all be used to affect the tone of the layout and/or add interest.

baseline & spacing variations

All fonts have a natural baseline. A first option you have in placing alphabets on the page is to set them on their baselines and space them regularly.

In "How I got to school in a flood" below, all alphas sit on common baseline and are regularly spaced.

Making changes to this expected placement can support your theme and add interest to the page.

In "Dadz IN THE HOOD" the letters are slightly staggered vertically. Spacing between letters is regular.

"We'll Go Together" has alphas that are substantially staggered vertically, and they are even layered upon one another. The layering serves two purposes. It plays on the idea of "together" and it allows alignment of the title with the strong lines on either side.

In "Neighborhood Contender," I used the same set of stickers for "contender" but mixed lower and upper case and used irregular vertical placement and spacing to work toward the "pow" look I was after.



nesting, grouping, shaping, framing, having fun

Look at the shape of individual letters to find opportunities for unconventional placement.

The word "Nun" in "When it lands on nun" is emphasized by its color, size, and dimension. The "u" is dropped below baseline and nested within an "n." This helps it fit in the space I had to work with AND adds a sense of fun to a holiday game page.



Remember that "LOVE" stamp from the 60s? The one in which the four characters of the word were placed in a square? The second half of "Winter's Song" uses that placement to create a title in which one word becomes part of a wide red strip running down right edge of the page.



Once in a while, you can turn a character sideways or even upside down, as in "Tin-Tin Party."

"Cross Country Ski" takes advantage of an unusual font (Thiamine) to create a title that frames the bottom right of the photo block.

vertical placement

The expected placement of title characters is horizontal, but vertical is an option, too.

The characters in "Big" are oriented to be read horizontally but placed in a vertical column. Save this option for very short words as it can quickly get unwieldy and hard to read.

In "First Snow" the characters have been rotated 90 degrees counterclockwise and placed on a baseline that runs vertically.

One word in "Let's do it" is placed vertically. Note that the entire word is aligned within the "D" of "do."



embellish & substitute

What about decorating your alphas?

The chipboard and acrylic alphas in "Bring It On" have been stamped with red ink. A ribbon is tied around the "o" in "Optimistic. Rhinestone gems decorate an "m" in "Out With Mom."

Substitutions are fun, too.

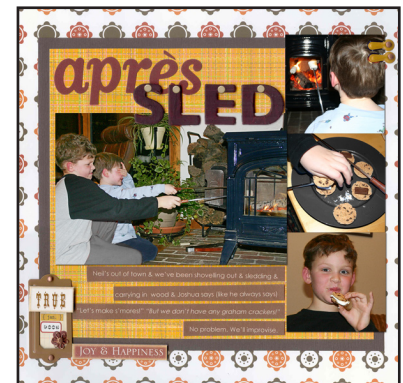
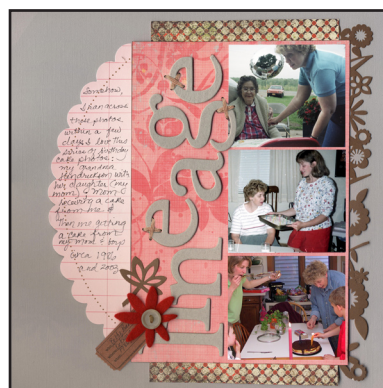
Two "o"s in "Pool side" have been replaced with buttons (clear and colored with alcohol ink). The "i" is dotted with a flower and brad. Hearts and flowers are other great substitutes.



add dimension & interest with attachment

Yet another way to use the characters in your title to add interest is to attach them in ways that show.

The acrylic alphas in "Alaska" are stapled to the page. The chipboard alphas in "Lineage" are glued, but then selectively cross-stitched to the page. In "Après Sled" a mini brad anchors each of the chipboard letters in "sled" to the page.



YOUR CHALLENGE: Create a page with a title in which you've done something interesting with the characters within the words.